

## New Work-Study Program Proposed

BY J. P. Fozo

Soon enough, we'll be in the midst of another student referendum.

The question on this ballot will be whether or not the Arts student body feels an extra \$6.50/semester in Faculty fees is an acceptable price to pay for the creation of more on-campus jobs that will go exclusively to Arts students.

The proposed fee would be directed towards promoting work with professors. Currently, employers, including professors, are given a 50% re-imbursement by Work-Study when they hire students. But even at such a discount, many professors cannot afford to hire because of their tight research budgets. A successful referendum would create a special fund for Arts professors that hire students to receive a subsidy that is close to 100%.

Sam Johnston, SSMU VP University Affairs, feels this program would create a win-win situation for both students and professors. She emphasizes the importance of creating a better relationship between student and teacher.

"This program will help students finance their education, while providing valuable academic experience. Students will be able to get a better idea for their field of study through direct work in their discipline," she said.

Johnston and the program organizing committee have worked hard to get all the professors, chairmen, and directors in the Arts faculty well-informed about the issue. She sees it as benefiting them as much as it does the students.

"It has become harder and harder to get tenure and this opportunity will give professors better access to resources. By working with the students, professors will better understand how students learn. This can only help the educational experience for all parties involved," she said.

The Work-Study referendum

committee may not be getting their message across to many of the professors that this program hinges upon. Although most instructors interviewed about the proposed program admitted that it sounded familiar to them, none really understood what the program was all about.

Professor Curtis Eberwein, in the Department of Economics, stated that he vaguely remembers a memo about the issue, but that is all. "I think I remember getting a brief description about it; however, I must have misunderstood it," Eberwein said, "I didn't realize what was being proposed."

Nine other professors from English, Political Science, Anthropology, Philosophy, Sociology, and History were asked to comment on the merits of such a program. Although they all felt it seemed like a good idea when given a quick synopsis of the proposal, it did not seem like any were waiting in the wings to hire students.

"I'd have to give it some thought, I'm in between grants right now and I'm not hiring anyone. In the past I've normally hired Graduate students. I'd have to know more about the program, but it sounds good," said Anthropology professor C. Scott.

AUS President Heather Bradfield said she was aware that profs were not too well-informed.

"We are going to campaign to professors and let them know almost free research assistants are available to them with undergraduates. We want to target professors to let them know that they are just as important as the students in this program," she said. She also added that many on faculty could have been misinformed as a result of miscommunication.

In the past, less than half of all students that have applied for Work-Study were actually given jobs. In 1997-1998, 1506 students

applied for Work-Study and only 555 were given jobs. Work-study at its present state cannot supply all needy students with employment because there is no permanent funding and employers are not providing the jobs.

Two programs would work together to support the proposed idea: Work Study, which is run by the administration at the financial aid office; and the Faculty of Arts' Students Employment Fund Program, jointly run by the Arts Undergraduate Society and the Faculty of Arts. The second fund is in response to the many students who do not qualify for Work-Study based on financial need, but still want to work with their professors or stay out of student debt.

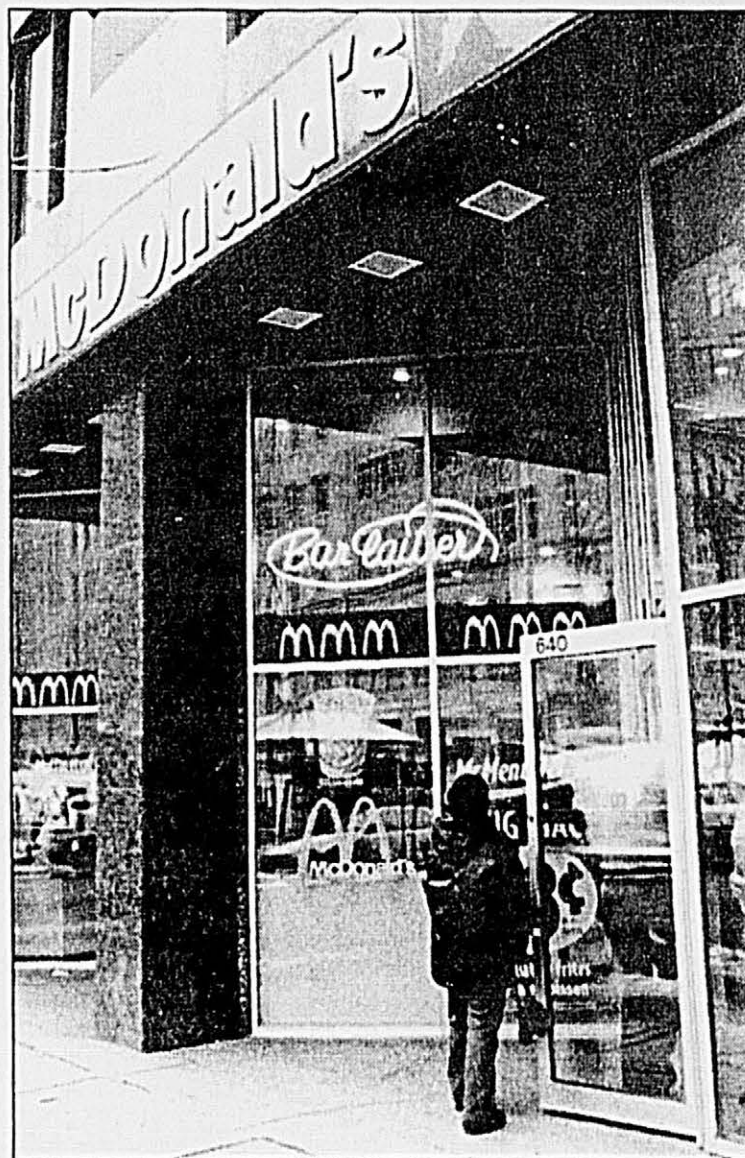
The current Work-Study program would receive 75% of the new funds, while the remaining 25% would go to the Arts Student Employment Fund. The additional student contribution would result in an extra \$68,000 per year. Both the Faculty of Arts and the Administration have agreed to jointly match that figure, bringing the new Work-Study fund to \$136,000 per year, with \$102,000 going directly to Work-Study, and \$34,000 going to the Arts Employment Fund.

In 1995, the Science Undergraduate Society held a similar referendum and created more jobs. Often, many international and non-francophone students find it difficult to find employment.

The referendum will be held on March 17, 18, and 19 for Arts students to decide the fate of the program. The Quebec government will probably begin to finance Work-Study by the year 2000.

By having an established fund, Johnston adds that the program "can only grow once there is government funding." In the event of a successful referendum, the new

(continued on page 9)



TO FIND OUT MORE ABOUT McDONALD'S POOR WORKING CONDITIONS AND DESTRUCTION OF RAINFORESTS WORLDWIDE, TURN TO PAGE 6.

## QPIRG's Green Campaign Continues

BY MIMI GROSS

There are plenty of students and staff members at McGill who do not believe that the university has a recycling problem. The campus is by no means short on aluminium can deposit crates, and blue paper recycling boxes are a common sight. But this evidence belies the fact that McGill has no comprehensive environmental policy, and is doing little to change that.

In the following weeks, the Quebec Public Interest Research Group (QPIRG) will continue and intensify their campaign to raise awareness and involve students in its plan to remedy the situation.

Jeff Roberts, a co-ordinator of the project, notes that McGill lags far behind environmental standards that are already in place at many other universities across North America. "[The University

of] Waterloo and other schools in Canada and the United States have had concrete recycling plans and policies for many years, but not McGill," he said. "[And because] there is evidence [on campus] that a certain amount of recycling is happening, many students are surprised to find out how little McGill is actually doing. They could be doing much more."

The current lack of a clear environmental policy was not always the case at McGill. Current recycling efforts stem from initiatives led by former Principal David Johnston. Almost a decade ago, a committee was formed under his initiative, to "investigate and foster recycling projects at McGill." The committee existed under the auspices of former As-

(continued on page 8)



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# Sweatshops and Economists

If only there were more sweatshops. The growth of this "employment" is wildly good news for the world's poor. Or so the dominant view of Western economists goes these days.

According to Paul Krugman, an economist at the Massachusetts Institute of Technology (MIT), "As long as you have no realistic alternative to industrialization based on low wages, to oppose it means that you are willing to deny desperately poor people the best chance they have of progress for the sake of what amounts to an aesthetic standard - that is, the fact that you don't like the idea of workers being paid a pittance to supply rich Westerners with fashion items."

Krugman and those economists that concur with his ideas - the overwhelming majority - make three crucial errors in their synopsis of the issue. First, the claim that sweatshops only exist in "non-industrialized" (non-Western) countries is false. Second, there is an implicit assumption in Krugman's argument - explicit in the works of many mainstream economists - that once industrialization has been set in motion, and the GDP has risen in a given country, wages of ordinary, and desperately poor citizens (one and the same thing in some countries) will rise simultaneously. Evidence suggests that this is also incorrect.

Third, the dangerous myth pervasive in most veins of academic, economic "science," persists: that there is no alternative. The story goes, that if a developing country raises its labour standards, foreign investors will take flight only to land in other countries where cheap labour is available. The sweatshop workers in the country with labour standards will be left without jobs, while the country with cheap labour will have horrendous working conditions, but at least it will have employment. This is a typically simplistic, either/or, scenario posited by economists. In reality, there are valid alternatives.

Let's start with the first error. The concepts of the so-called First World and Third World are coming apart at the seams. Unfortunately, economists are still clutching this anachronism like ailing swimmers would a life-jacket. For them, the mythology

of the different "Worlds" allows for the perpetuation of easy solutions. The developing world has to endure sweatshop labour dur-

Third World conditions have permeated the boundaries of this so-called First World country. By the same token, First World condi-

yet to yield any benefits in return. As the economy liberalizes, there is no simultaneous right to autonomous collective bargaining for workers, or basic freedoms of expression.

Furthermore, Krugman's argument, appearing in journal articles before the Asian crisis, depended hugely on the "success" of the Asian tigers. With 20 million now unemployed and starving in Indonesia, Krugman may have to restate his thesis.

Finally, there are alternative economic policies to the "cheap labour for now" argument, despite the sentiment of a large proportion of economists. The assertions that they make to this end, depend on the currently very real fear of job flight if a country enforces stricter, fairer labour standards. However, as Mark Levinson points out in the Fall 1997 edition of Dissent, if all countries were to have some minimal, basic standards (not necessarily a uniform minimum wage, but a reasonable wage floor that would increase as countries developed economically), the fear of job flight would be minimized and the living standards of sweatshop workers would rise, providing at least some form of human dignity.

The way to achieve this would be to ensure that any global economic treaties, such as the proposed Multilateral Agreement on Investment (MAI), would include assurances on such labour standards. This avoids the sort of impunity granted to those presently enjoying the luxurious side of capitalism, through Krugman's argument. There is something that can be done, and has to be done. Of course, there is always a pernicious case for cheap labour as the most effective road to national wealth. In the 19th century, Cuba "performed" in a vastly superior economic fashion relative to other Latin American countries, because it utilized slaves after Africans had been emancipated in other countries. But all reasonable people still see something wrong with that picture. We need to reject the notion that there has to be sweatshop workers, just like we have internationally rejected the notion of slavery, despite any "pluses" for economic efficiency that the likes of Krugman point out.



ing its industrializing phase. Once developed, it too will resemble the First World. Tell that to the illegal immigrant labourers in the Southern Californian garment industry.

This is a \$13.3 billion market run on the backs of impoverished, non-English speaking, mainly female, illegal immigrants. The sweatshop factories that make up the core of this industry are largely situated

around the Convention Centre in downtown L.A. They're in full view of any passerby, yet the problem is not being addressed. In an interview appearing in the Fall 1996 issue of Dissent, Aracely C., a sweatshop worker, conveys what these sweatshops mean in human terms. She works over twelve hours a day, seven days a week, earning an average \$320 a month. She has two young children who she rarely sees, save the few moments it takes to drop them off at school each morning. Eight days after she had a cesarean, she went back to work in order to avoid being fired. The doctor recommended a six month hiatus from work. Unable to take this time off without losing the pittance she earns from her current employment, Aracely has since undergone operations to stop internal bleeding, and has continued suffering from this ailment. "I suffer a lot," she told Jo-Ann Mort in the interview, "I don't know how much longer I can do this." She's been working as a virtual slave in the garment industry for thirteen years.

I think the central stream of economists and I can at least agree that the US is an industrialized nation. In addition, it's clear that the US has experienced an economic boom in recent years. Yet,

tions are enjoyed by the elite in Third World countries, while the masses endure the gross inequities. The myth that GDP growth will incite an increasing distribution of wealth is simply inaccurate in the majority of cases. Sweatshops, and the labour abuse that accompanies it, has broken the boundaries of the different "Worlds."

Moving to the second inaccuracy of mainstream economics: the implicit assumption that when GDP increases in developing countries, those suffering the effects of sweatshop labour will start enjoying an increase in living standards. Unfortunately, this has not played out in cases such as China.

In China, according to Krugman's thought process, the abysmal wages, and repugnant physical abuse - beatings with electric batons by company security guards, humiliation such as being made to "hop around like a frog," prohibitions on talking even while eating, bans on leaving the compound at any time - are essentially OK, and can make Western capitalists feel a little more fuzzy in their hearts for two reasons: a) it's better than any other options these poor workers have; and b) their lives will improve over time with the magic of the free market.

Well, as Anita Chan and Robert A. Senser point out in the March/April 1997 edition of Foreign Affairs (not a particularly "radical" publication), despite double-digit growth rates in China since the 1980s, the working conditions of labourers have not changed. While the weight of economic reform is thrust down upon them, they have



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Carl Djerassi, Stanford University

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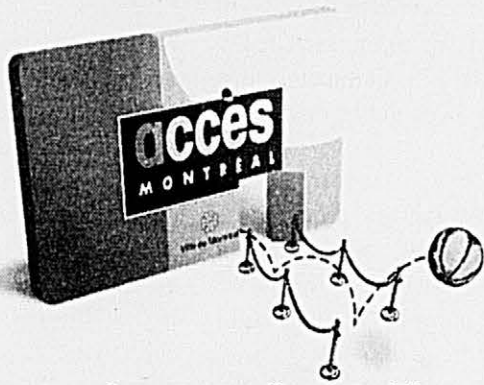
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# The Corporatization of SSMU

## WHO IS DUNCAN REID REALLY WORKING FOR?

ANNA KRUYNSKI

A couple of weeks ago "President Duncan Reid unveiled what he called his latest 'brainchild' - the McGill Student Fund" (Tribune, January 19, 1999). This gesture of extreme generosity on the part of McGill students (\$140 per year) would go to cover libraries, information (?!?!), faculty renewal (?!?!), special academic programs (?!?!), and bursaries. Reid's discourse sounds just like that of the President of IBM in a presentation to shareholders about the newest corporate racket. Or like the Chair of the Chamber of Commerce preaching to a bunch of suits about the newest idea for privatization of a social program. What it does not sound like is a President of a student union.

Presidents of student unions are supposed to fight against fee increases of any sort. They are

supposed to defend the rights of students in Québec and Canada to accessible, high quality post-secondary education. They are supposed to organize demonstrations when new fees are proposed. Most importantly, they are supposed to be organizing against ancillary fees, not thinking them up! Ancillary fees are nothing but disguised tuition fees (i.e., a university is not a university without a library). Ancillary fees let the state off the hook.

Their institution sends a message to the state that universities can find the funds elsewhere.

Student union presidents are supposed to write opinion pieces describing the reasons for free education... you know, "people from all classes must have access," or "an educated society is a better society," or "tuition fees

deter people from applying." They are supposed to punch holes in the state's neoliberal agenda... you know, "Québecers are already paying for their education through the tax system" or "the government's neoliberal agenda, the deficit-reduction-craze, and the resultant cuts to education and other social programs, is benefiting the elite of Canadian society, not the general public."

But no. Instead, Duncan Reid, proposes that "students step up and fill in the financial gaps where the government has cut its funding" (Daily, January 18, 1999). Duncan, who do you think we are? Do you even realise how much students on financial aid live on? After fees (the current ones), books, and school supplies (and no, no vacations) I am lucky to have \$600 per month to live on. I cannot afford \$140. An SSMU Councillor was cited in the same article claiming that "(the \$140) is not much — it's the price of a sushi night." \$140 is three weeks of food for me. I don't know what planet you people are living on, but it ain't the same one I'm on.

Duncan, is Pierre Pettigrew knocking on your door offering you a job in the Liberal government? Or is Shappy offering to write you a nice cushy reference letter to get you into the MBA program? Who ARE you really working for? It's not for me, that's for

# Letter to the Editor

I was happy to see Jeff Webber's January 18 indictment of the effects of neoliberal policy on Third World Countries. However, I was surprised that the same issue of the Daily ran an article that contained absolutely no critique of SSMU's blatantly neoliberal policy, evident in the new \$140 fee that is Duncan Reid's latest pandering to the administration.

The Daily article begins: "As the government persists in shirking its responsibilities..." as if students, and citizens in general had nothing to do with what the government does; as if SSMU was not shirking its responsibilities in protesting the government policies that have led to the decimation of post-secondary education in this country; as if this collective shirking of responsibilities had nothing to do with deliberate neoliberal policies: deregulation, privatization, decentralization. The article calls Reid's

plan SSMU's effort to stem the tide of underfunding for education. It continues in "objective" fashion, yet it only gives voice to the SSMU executive, who spout neoliberal "dire-consequences-if-we-don't-tighten-our-belts" bullshit that all neoliberals spout. This is how neoliberals guilt people into going along with their agenda.

This fee will not stem the tide of chronic underfunding, it will only encourage it. When governments see students taking out their individual books to pay for their education, instead of insisting that funding for education is a collective, societal responsibility, they will pat themselves (and Duncan) on the backs, for realizing the neoliberal dream of making social programs a prerogative for those who can afford them.

Erin Runions

Ph.D. 6

Religious Studies



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# Comment: Management Carnival Fails to Change

BY LOUIGI  
ADDARIO-  
BERRY

**T**he Faculty of Management's social activities have gained a bad name in the past. Two years ago, members of Queer McGill condemned the Management Undergraduate Society's winter carnival as largely racist, sexist, and homophobic. Following that carnival, MUS promised a cleaner, less offensive celebration. This has, however, failed to occur.

I attended the opening two activities on Friday. First, a presentation of the "team chants," to a panel of judges. Second, a "Naked Torch Run" proceeded from the Bronfman building to RVC, through the Milton Gates, across to the Shatner Building, and finally back to Bronfman.

Both of these events, particularly the first, appeared to me as offensive as any in previous years. The second, the nude torch run, was unchanged from previous years (thus, it is not this to which I will direct my attention). The "team chants," however, seemed to me indicative of sexism, homophobia, and general ignorance on the part of the participants.

I arrived to find the cafeteria cleared of most chairs, and the organizers - about twenty of them - being instructed as to exactly how they were to judge the presentations. Judging sheets were handed out: the teams were to each be given a score on their performances, and the total scores of all judges would be tallied following the event.

The teams entered one at a time, chanting, then took their place on a stage in front of the judges. Each team sang their "song," then retired to a spot behind the judges to observe those remaining.

The chants and the songs following them, were only moderately coherent. They were sexist, offensive, and in my view can only be explained by either individual ignorance on the

part of the participants, or by some sort of group hysteria/peer pressure.

The first group entered chanting "So fucking wicked, So fucking cool, So fucking hot, You make me wanna drool," repeatedly. Their song was sung to the tune of Bob Marley's "Three Little Birds." The lyrics obtained from one of the lyric sheets carried by each team member, were as follows:

Don't worry about a thing  
'Cause every Sofa King  
's gunna please you right

Baby don't worry about a thing  
'Cause every Sofa King  
's gunna please you right

Woke up this evening  
(still feeling pretty hung)  
to three little virgins  
on my doorstep  
wearing sweet thongs  
carrying a case of brew  
singing, this is our promise  
to you

Don't worry about a thing  
'Cause every Sofa King  
's gunna get fucked just right

Baby don't worry about a thing  
'Cause every Sofa King  
's gunna get fucked tonight

I have a hard time conceiving of anyone actually sitting down and writing these lyrics: they leave me with little to say

that isn't blatantly obvious.

The second team's was "The Hormones." On the back of the outfit was computer generated picture of a woman, proportions slightly more extreme than Barbie's, positioned on hands and knees

Their song was sung to the tune of "My Heart Will Go On." It was moderately more palatable than the first team's song, if only because it was less intelligible.

The third team entered the room chanting, as had the first team. Their refrain was "I'm jacking in her box, I'm jacking in her box, I come so fucking hard, that she can barely walk." The team was called "Jack In The Box." Natch.

I decided at this point to take my leave, having gotten as much out of the event as I felt I could, under the circumstances.

Later, as I returned from dinner, I passed several dozen management students, dressed only in undergarments, sprinting down from Shatner to Bronfman, clearly enjoying themselves. Again, I am left with little to do but shake my head at what I see as the idiocy of the whole event. I would hope that the group of people who will soon run our banks, governments, national and multinational corporations would have interests less puerile than these.

Apparently, my hope is misplaced.



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PHOTO BY ROSY PATCH

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# Ronald's Ra page

BY JON BRICKER

A friend in my building boasts a closet-collection of techni-colour plastic balls from McDonald's Playland jumping rooms all across Texas and Louisiana. I'm not sure whether that makes her a kleptomaniac or a toppling subversive of meager-corporations, a proud member of the worldwide ranks who have made the golden arches a more recognized and consumed icon than the Christian cross.

After Tuesday night's screening of *McLibel: Two Worlds Collide*, I'm also not sure if I should reveal her name, for fear that Ronald McDonald himself might soon be beating down her door. Or worse, pressing charges in his undying effort to uphold the fast food giant's good name and reputation for family values, nutrition, the championing of animals' rights, and the millions worldwide proudly holding down McJobs.

The documentary detailed the case of Helen Steel and Dave Morris, two members of the England-based London Greenpeace. In 1986, the organization (which has no affiliation with the larger, better-known international Greenpeace) began distributing a flyer that alleged several corporate practices that cast a not-so-golden light on the golden arches. The chain was accused of having lied to the public about the nutritional value of its menu, exploiting children with its marketing tactics, denying its employees fundamental labour rights, treating its farm stock inhumanely, and destroying rainforests in the process.

The leaflet quickly became the centre of what would be the most drawn-out court case of any kind in British history, and in the meantime, Steel and Morris



REFLECTIONS OF McDONALD'S ON STE-CATHERINE

were given an all too up-close look into the executive-level inner-workings of the major international conglomerate. Along the way, the pair's personal relationship with the hands that pull Ronald's strings included backroom efforts at settlements and the infiltration of London Greenpeace by three private investigators retained by McDonald's to pose as concerned

planned to air on UK television, but its release was met with decisions from the legal departments of meager-media moguls, the BBC, ITN, and Channel 4 not to air the film.

"Censorship is a major issue that comes to light," said Global Action Network Director Andrew Plumbly. The Montréal-based Network joined Québec Public Interest Research Group chapters

**"It's no exaggeration to say that when you bite into a Big Mac, you're helping the McDonald's empire wreck this planet."**

activists. This case, which reads like an episode of *L.A. Law*, has taken the UK high courts by storm as they consider McDonald's charges of libel against the activists.

But as remarkable as the social study of the Steel and Morris case seemed to be, the reception of *McLibel: Two Worlds Collide*, seems to have struck just as deep a nerve in consumer culture. An under-funded and volunteer co-ordinated documentary, high-priced director Ken Loach took on the film *pro bono*. For Loach, whose CV as Britain's most commercially successful director includes not only such UK successes as *My Name is Joe* and *Carla's Song*, but also a McDonald's commercial early in his career, the documentary marked a go at redemption.

The hour-long documentary, released last June, was quickly

at McGill and Concordia in hosting last Tuesday's screening. Originally scheduled a week earlier, the Leacock Building screening was to be one of almost a hundred worldwide to mark the fifth anniversary of the trial's start.

While QPIRG and GAN had no qualms with serving up the film, Plumbly said the UK networks' decisions speaks to how McDonald's handles its critics. "They feared what McDonald's might do to them. [McDonald's] will take an organization to task," Plumbly said.

But QPIRG McGill Co-ordinator, Dr. Lauraine Leblanc sees response to the intimidation tactics as the dividing line between the likes of the BBC and activists like Morris and Steel. "People who believe in these causes aren't going to be deterred," Leblanc said.

Dubbed the "McLibel" case,

the two-and-a-half-year British court case pitted Morris and Steel, a single father and a part-time waitress, with little in their corner save the efforts of a few inexperienced researchers, two hours of free legal aid, and \$35,000 in fundraising dollars put towards witness' travel expenses, against a McDonald's defense which boasted as many as ten lawyers with a tab coming to an estimated \$5-15 mil-

lion.

And a push to mobilize against the Big Mac doesn't stop in the UK, says Leblanc. "The idea that we can draw national boundaries on international companies is deteriorating. And the idea that it is not happening in Canada is completely ludicrous," she said, speaking to the corporate practices which were at issue in the UK trial.

Foremost among those issues were McDonald's employment practices, which marked an attitude that presiding Justice Bell, in his verdict, described as "antipathetic to any idea of unionization." It was indeed only recently that the beleaguered efforts of two sixteen year-old employees at a McDonald's in British Columbia resulted in the establishment of the company's first unionized store in its forty-year reign over North American fast food.

Employees right here in Quebec, at a Ste.-Hyacinthe store, met no such success. Their own efforts to unionize and seek better working conditions was nearing its goal last winter, when they were told one night not to come to work the next day as the store was to be closed for good. While McDonald's defended the shut-down as motivated by the store's poor financial performance, employees were convinced of a more sinister motive to impede solidarity.

In addition to labour practices, the leaflet entitled "What's Wrong With McDonald's" cited facts and figures, fingering McDonald's for "ruthless exploitation of resources, animals, and people." The leaflet identifies destruction of rainforests for cattle, poor efforts to use recycled packaging products, lies about the menu's nutritional value, abuse of livestock and poultry, and broad exploitation of staff as among some



# Caught on Fil

of McDonald's more questionable corporate practices. "It's no exaggeration," the leaflet reads, "to say that when you bite into a Big Mac, you're helping the McDonald's empire wreck this planet."

But if the leaflet's authors felt as if they were taken advantage of as consumers or as small, overlooked citizens, the moment they took to the streets circulating their literature, they were about to face the even more daunting prospect of toppling giants in both McDonald's and the British justice system.

In the two years before the libel charges were even laid, London Greenpeace became the unwitting subjects of espionage tactics which saw three private investigators join the group under the employ of McDonald's. The spies assisted the group in several of its campaigns and helped circulate the "What's Wrong" leaflets. The spy tactics included at least one break-in at the London Greenpeace office. One PI even had an affair with a member of the social activist group. In September of 1990, Steel and Morris were served with Writs of Libel - basically, charges that they had intentionally and maliciously spread information that they knew to be false.

In the months and years to come, the two would be given two opportunities to apologize to McDonald's and discontinue their campaign. Along the way, they would meet with settlement-seeking executives, one of whom told the pair, "you've had your day in the sun," who conceded little concern for McDonald's customers, (supplement) and expressed explicit and strict interest in putting an end to what had become a losing PR battle for McDonald's. (The documentary even manages to document the meeting in a secret audio-recording by Dave and Helen.)

But the real uphill battle began in the British courts, before Helen and Dave could so much as try to substantiate any of the claims they had made about McDonald's. The pair were quickly made to wonder just how ready the justice system was to stand up for consumer rights. In the preliminary hearings ending in 1994, a judge agreed with the corporation's claim, ruling that the issues were too weighty to be heard by a jury, in whom Dave and Helen hoped to evoke sympathy as both the tar-

gets and victims of McDonald's corporate practices.

"The more money you have, the better you will do in court," said Plumbly of the lesson activists learn when their battles are forced into the legal ring. Unable to afford any more representation than the occasional free aid of barrister Keir Starmer and a few volunteers, Steel and Morris were forced to represent themselves in

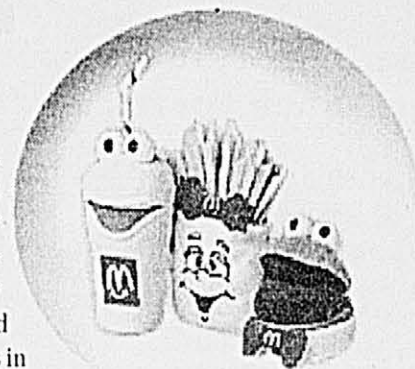
Reich's Minister in charge of Propaganda.

They argued over McDonald's exploitation of workers, poor wages, poor working conditions, use of child labour, and efforts to impede worker solidarity.

"[The workers] want to be part of something victorious," said McDonald's UK President Paul Preston, the documentary's devil's advocate, himself oily and lit

workers' rights to unionize, they had nonetheless failed to prove several other claims. Deforestation, food-poisoning threats, and poor working conditions turned out to be the Achilles' heels in the activists' case, and they were ordered to pay £60,000.

But it hardly seemed to matter. "What would have been a loss would be if we hadn't fought this



of everything," she

said. "It gives us pause as community activists," she added.

Here in Canada, a close parallel has even been drawn to a case that wound up in the courts this past summer. The Friends of the Lubicon, a Toronto-based social action group, recently found themselves the defendants in a case against Daishowa Electronics. The Electronics company sought to put an end

to a boycott promoted by the Friends. The company charged that the company's clear-cutting on Lubicon Cree First Nations soil in Alberta cost Daishowa several of its corporate customers. Last spring, an Ontario Court judge found in favour of the Friends and said that the boycott's promotion did fall within the activists' rights to free speech.

"I've always thought of Canada a particularly good place to do political work, but there's a lot still to be done in terms of free speech," said Leblanc comparing the McLibel to the Daishowa case and the APEC investigation.

Across the pond meanwhile, Steel and Morris may be paving the way for a sequel to the documentary and won't be quick to let McDonald's and their bumbling PR efforts off the hook. The pair has appealed the McLibel ruling and are hoping to argue the fairness of the trial and Britain's libel laws before the UK's Court of Human Rights. As for Ronald, some of his makeup has been stripped, though he's looking just a little more pale these days - presumably over his tarnished image and the loss of his balls. And as for the score in the unending battle to topple the commercial Satan, well, it's just a little bit closer. Social activism 1, McDonald's 80 billion served.

*Helen's and Dave's McSpotlight website on McLibel and goings-on at McDonalds can be found at [www.enviroweb.org/mcspotlight-na](http://www.enviroweb.org/mcspotlight-na)*

*McLibel: Two Worlds Collide can be viewed in its entirety at [www.spanner.org/mclibel](http://www.spanner.org/mclibel)*

## As the McLibel case celebrates its fifth anniversary, a documentary by Director Ken Loach tells us just what's gone into our patties

court, with no legal aid.

What's more, Britain's unique libel laws place the burden of proving the truth of the questioned claims on the defendant. "The UK stands out as a particularly difficult place for a libel trial," said Plumbly.

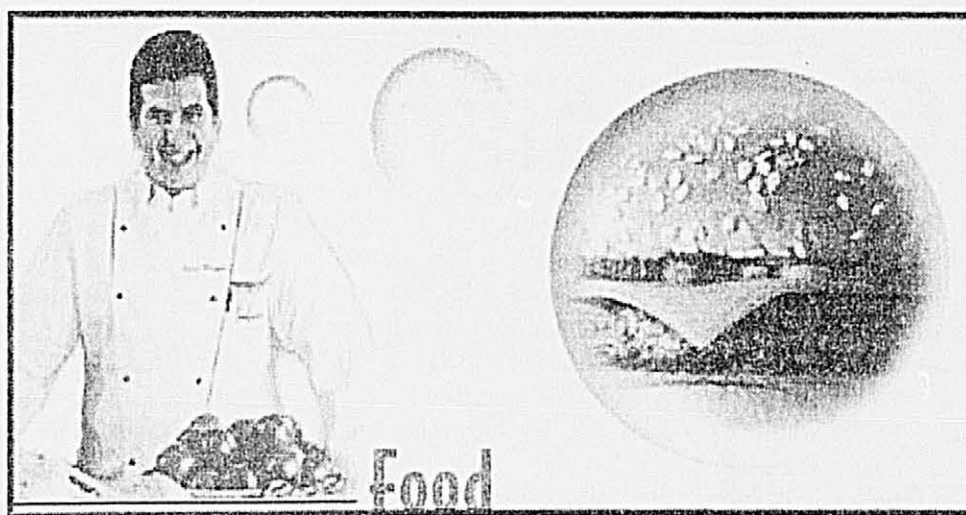
Remarkably though, the activists managed to make a case for several of their contentions, and again - nearly as convincingly - in documentary dramatizations of the hearings. McDonald's wit-

in such a way as to make him an odd reminder of a French fry.

But Morris is seen not so convinced of the work ethic that drives the chain's staff and its high turnover rate - 300% in North America. "It's like joining a gang," rebutted Morris.

In addition to addressing labour practices, the trial highlighted the leaflet's claims of McDonald's role in the destruction of rainforests, and unethical treatment of animals, among other

case," said Steel. The week of the verdict, some 450,000 copies of the leaflet were circulated. The leaflet also appeared - now in twelve different languages - on McSpotlight website, launched in 1996 by the two to follow the case and goings on at McDonald's. In its' first week, the site received over million hits, 2,700 of them from a computer called McDonald's.com. A book was on its way, and Ken Roach had agreed to direct the documentary.



McDONALD'S WEBSITE PROMOTES ITS TOP CHEF AND ITS ENTICING BIG MAC

nesses conceded that the restaurant's menu was indeed not as nutritious as it purported to be, and that for that matter, those eating it regularly are particularly susceptible to heart disease and bowel or breast cancer.

The case spoke to McDonald's exploitation of children's "pester power" in their advertising, and the unreasonable burden it placed on parents. The documentary even featured defense witness Geoffrey Giulliano, a former Ronald McDonald actor, who says his decision to quit came when his role in McDonald's motive to exploit the child market made him feel like Goebels, the Third

issues. "The public needs to know everything about McDonald's," said Leblanc of the importance of the truths about McDonald's being brought to light. "But it's not the practice of big corporations to give us that information."

"It's not common knowledge," concurred Plumbly, "They have a lot of control over what people eat and what people think," he said.

In the end, Justice Bell ruled that while Steel and Morris had established their claims about exploitation of children through advertising, misleading the public with respect to the nutritional value of its menu, mistreatment of animals, and interference with

"Against incredible odds, they did amazingly well," Plumbly said of the activists' success. "The real loss was McDonald's' during the course of the trial. It was one of the worst examples of Public Relations in history."

Indeed, despite the court ruling, Leblanc and Plumbly are both encouraged by McLibel's outcome. "Stupidity does exist at that level and you can fight it. The message is very inspirational," said Plumbly. "You can always take corporations to task."

Leblanc sees a timeliness in the lessons from the case as well. "There's a big upsurge of movement against the 'corporatization'



# Universities get slick donation from Imperial Oil

BY DEREK CHEZZI  
AND KAREN FOSTER

TORONTO (CUP) - A Canadian oil giant will donate \$3.25 million to four universities across the country in a move that's being met with both gratitude and harsh criticism.

The Imperial Oil Charitable Foundation will distribute the cash over the next five years for projects that improve math, technology and science curriculums at the schools.

The University of Toronto, the University of Alberta and York University will each receive \$1 million. The remaining \$250,000 will go to the University of New Brunswick.

Barbara Haduke, president of the foundation, says half of its donations are geared to education.

"Math, science and technology appeared as a real need and that was a good fit with Imperial Oil," said Haduke. "We recruit from these kinds of disciplines, and in general for our country, we are going to need people with these skills more in this global marketplace."

Officials from each of the four universities said they were pleased by the news.

"Because it's focused, I think it's going to have a great impact in the long run," said Dr. Larry Beauchamp, dean of the faculty of education at the University of

Alberta, of the donation.

University officials were also quick to point out that the donation comes with no suspect obligations.

"We just don't take a donation from any company with strings attached," said Stan Shapson, associate vice president of York University's strategic academic initiative. "They didn't put strings attached. We think it goes to a good education purpose."

Representatives of the other recipient universities agreed accepting Imperial Oil's money doesn't compromise their integrity.

"It's obviously fabulous because there are really no strings attached," said Michael Fullan, dean of the Ontario Institute for Studies in Education at the University of Toronto.

But student groups aren't convinced the universities won't have to give something up in return for the cash. They say large donations like the one from Imperial Oil are an indication of corporate influence on universities.

"These deals are really dangerous," said York Federation of Students president Dawn Palin. "They allow corporations to have control over what will be the best-funded programs at university."

She and other student leaders argue that as more university programs become funded by private dollars, the government will become less committed to funding post-secondary education.

Diane Naugler, president of York's Graduate Student Association, also criticized the universities for approaching Imperial Oil for the money instead of lobbying for more government dollars.

All four universities approached Imperial Oil separately in 1998.

"The fact that the universities approached the Imperial Oil foundation means our infrastructure is putting money into finding money," said Naugler.

"We could be spending that same money to find money by approaching governments as well and trying to change the tide at the same time."

Still, Naugler says she understands why the universities approached Imperial Oil in the face of significant government cutbacks to post-secondary education.

"I can appreciate the bind the university is in," she said. "I think that they need to be careful that they don't singularly focus on industry to rectify the funding crisis."

The University of Alberta will use the money to fund its centre for the sciences, which it plans to rename the Imperial Oil National Centre for Mathematics, Science and Technology Education. It will operate as a linking agency similar bodies across Canada and continue to develop new programs for Alberta's elementary and high school teachers.

A member of Imperial Oil's management will sit on the centre's executive decision-making board.

But director David Blades says the centre's goal is not to provide Imperial Oil with employees, although he can understand the company's interest in it.

"We do not exist to promote skills for the oil sector, but people do want to hire students with basic science skills," he said.

Haduke is also adamant that Imperial Oil will have no direct influence on the centre's projects despite the representation it will have on the board.

"It (will keep) us in touch with what they want to see in the centre," she said.

At the University of Toronto, Imperial Oil's donation will be

put toward developing a clearing house of teaching materials and establishing the first Canadian journal of education in science, math and technology.

Through York's new Imperial Oil Science Education Program, the donation will go toward facilitating the Internet component of the Pan-Canadian Science Curriculum Project.

Moved to York last September from Industry Canada in Ottawa, the project was created by the Council of Ministers of Education to develop national education standards.

York also plans to use the funds to establish a York-Seneca Institute for Sciences, Technology and Education and monitor the performance of students in elementary and secondary schools.

## New fee added to blank CDs, tapes to compensate for lost royalties

BY SHERI BLOCK

REGINA (CUP) - The price of blank tapes and CDs is about to increase thanks to a new levy introduced by the federal government.

While no one is sure exactly how much more consumers will have to pay, industry insiders speculate the increase could range from \$1 on the price of tapes to \$2.50 on the price of CDs.

The actual levy will not be determined until next fall after hearings are held. Importers and manufacturers will not be required to charge the levy until a decision is made.

The levy, which came into effect Jan. 1, was introduced to compensate for the revenue lost by musical artists, composers and producers when copies of tapes and CDs are made.

"The levy is really geared toward the consumer who walks in and tapes a CD onto a blank," said Marian Donnelly, executive director of the Saskatchewan Recording Industry Association.

Until recently, copying a pre-recorded CD or cassette onto a blank one was illegal. But under new federal legislation, this is now allowed for private use.

"The music industry did not want (dubbing) legalized - the levy was the trade off," said Al Mayer, owner and president of Attic Records.

So far, some consumers don't seem to mind the fact that they'll soon have to dig deeper into their pockets to purchase blank media.

"I think it's probably a good idea because there's so many people out there taping," said Jennifer Melville, a first-year science student at the University of Regina. "It's like stealing."

But some people in the music business are concerned that since distribution of the levy is based on factors such as radio play and record sales, only big-name artists will benefit from it.

"It will benefit the big guys but not the little ones," said Joe Wood, owner and president of RDR Music Group, a Toronto-based CD manufacturer.

"Their music would have to be in such a demand (for them to benefit)."

Mayer agrees. "It's probably safe to say bigger artists will get bigger shares," he said of the levy.

Todd Rennebohm, who plays in the Regina area band FTA, says he doesn't expect the levy will make a difference for independent groups.

He says many independent bands will end up being harmed by the levy because they often buy blank CDs to make copies of their music.

"Being an indie artist, it's a drawback because you're paying (the levy) for your own discs," he said. "Instead of saving us money, it's costing us more."

But while Mayer says the levy has some unfortunate consequences, he says it's important to compensate for unauthorized taping if the Canadian music industry is to grow.

"When the industry is not maximizing its profit there is not much to invest in new bands," he said.

A joint body, including the Society of Composers, Authors and Music Publishers of Canada and the Canadian Musical Reproduction Rights Agency, will collect and distribute the levy.

## QPIRG Campaign

(cont'd. from page 1)

sistant VP of Physical Resources Samuel Kingdon, whose department also funded the group. It was comprised of members of the teaching and administrative staff, as well as representatives from the student body.

The programs implemented by the committee were modest in scope, but were the source of virtually all current on-campus recycling. These services are now run through a combination of the efforts of the Building Services and Waste Management departments; paper, aluminium, and glass products are recycled in selected buildings.

With the re-organization of the administration under Principal Shapiro, however, Kingdon's position was removed, and the committee foundered. The committee has not been officially disbanded, but left with neither financial resources nor formal ties to the administration, it has made little progress since Kingdon's departure.

According to McGill's Waste Management Program manager, Claude Lahaie, "Recycling never spread beyond paper, cans, and glass. And since the committee went by the wayside with re-organization, nothing more has been done." Compounding the problem is the fact that the recycling project was not folded into any portfolios that survived the administrative shake-up, leaving no VP who is accountable for environmental issues.

QPIRG is directing its current efforts at reinstating the committee, with a budget, ties to the administration, and the consequent power to affect policy changes. Recently, members have been gathering signatures to petition the university to resurrect the group and institute a comprehensive environmental policy. Over 1000 signatures had been gathered as of last Friday.

Among other goals, QPIRG hopes that a greater percentage of the garbage at school will be recycled,

and that new programs will be put in place to deal with styrofoam and other waste. Roberts claims that QPIRG has "the support of [SSMU president] Duncan Reid, and we're hoping to eventually have him take it to the Senate." This, coupled with letters that will be written to members of the Board of Governors, are the necessary steps for making the committee a reality.

QPIRG collected signatures at tables around campus last week, and tabling will continue this week. On Monday, January 25th, members will be tabling in New Chancellor Day Hall (Law building). Tuesday, they will be in the Redpath Library, and Wednesday in the Frank Dawson Adams building. The tables will be set up from 11 am to 3 pm, and free coffee will be available to those who bring their own mugs. In addition, a demonstration is planned for Friday, January 29 at 12:30 pm in front of the James Administration building.



# Tobin's pre-election cash injection means tuition freeze for Memorial

BY JEFF POWER

ST. JOHN'S (CUP) - The Newfoundland government dished out almost \$12 million for post-secondary education last week, paving the way for a two-year tuition freeze for students at the province's only university.

Memorial University will get an extra \$7 million for its operating grant while the remaining \$4.9 million will go to the College of the North Atlantic, Newfoundland's public college system.

Newfoundland Premier Brian Tobin announced the new money at a January 14 news conference, prompting media analysts and opposition leaders to call the move a case of pre-election spending.

"It is time to begin . . . reinvesting in these institutions now that efficiencies have been found," Tobin said.

"They've all played their part in restraint for the first two or three years of this government's plan and now it's time - prudently - to re-invest."

Memorial responded to the news Friday by officially endorsing a tuition-freeze for the next two years.

Currently set at \$99 million, the university's budget is now

guaranteed to stay at \$106 million for the next two years.

Since 1994, the provincial government had cut its payments to Memorial by \$19.6 million.

University officials hailed the cash injection as "the best birthday present" Memorial could receive for its 50th anniversary year.

"I'm particularly pleased for our students," said Memorial president Art May.

"Their fees have been increasing over the past number of years and we were very concerned about the impact that was having on accessibility and student debt loads."

May added the money would allow Memorial to be "the lowest cost (university) in Atlantic Canada . . . (and) that's a place where we want to be."

Students attending the College of the North Atlantic will also no longer have to worry about tuition increases, says Vince Withers, chairman of the college's governing board.

"(The College was) going to have to increase our tuition fees, in the next two years, by between 20 and 30 per cent," he said, but that will no longer happen.

But while government and university officials were pleased with the money, student leaders say more is still needed.

Dale Kirby, chair of the Newfoundland and Labrador Federation of Students, says while he is glad the government is doing something, he doesn't see how the announcement will help relieve high student debt loads.

"The \$12 million the government is reinvesting in post-secondary education falls short of the reinstatement of funding to pre-1994 levels that Newfoundland students have asked for," he said.

Kirby says students need five times the money the government is currently offering to offset the 250 per cent increase in tuition fees over the last decade.

"(It's) a start, but it's only that," he said. "It's not ground-breaking."

Brett Dawe, a vice-president with Memorial's student union, says he was "generally pleased with the tuition freeze." But he agrees with Kirby that there is nothing new to address student debt.

"In the end, this is a Band-Aid solution to a much larger problem that is there," Dawe said.



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## Work Study

(cont'd from page 1)

program will begin in September of 1999.

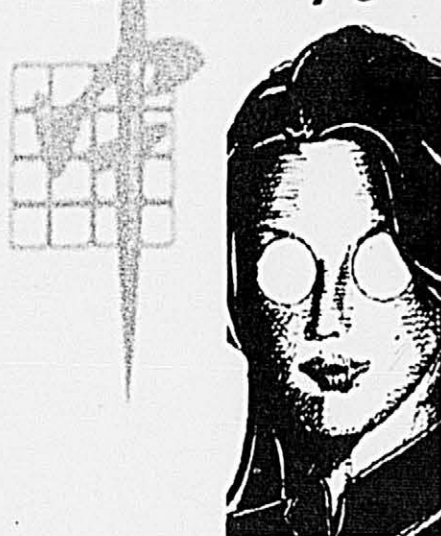
The Work-Study referendum Committee has spent many hours setting up the program in conjunction with the administration, so funds can be put to use immediately.

"The infrastructure needs to be in place, so that in the event of a yes vote students will be able to benefit," Johnston said. "That is what we are working very hard to do. This program will help everyone, and we need to get it started as soon as possible. If we plant the seed now, we want it to grow so that more than one-third of those applying for Work-Study can find work."

McGill Chinese Students' Society

1999 Millennium Show

**Saturday Jan. 30th**



**LOCATION: SALLES DU GESU  
1200 BLEURY  
(B/N STE-CATHERINE & RENE-LEVESQUE)**

**TIME: 6:30 pm**

**PRICE: \$8-10-12**

MORE INFO, PLEASE CONTACT LEO @823-8226 OR RUBY @823-9683

Quebec Public Interest Research Group at McGill  
**GRIP QUÉBEC PIRG**  
Groupe de recherche d'intérêt public du Québec à McGill

**AVIS**

Du lundi 1 février jusqu'au vendredi 26 février, tout-e étudiant-e voulant cesser d'être membre du GRIP-Québec à McGill pourra se présenter entre 11h et 16h au 3647 rue Université, 3e étage. Veuillez noter que l'étudiant-e devra signer un formulaire déclarant que tous ses droits de vote et droits de membre du GRIP-Québec à McGill prendront fin suite au remboursement de la somme de 3.00\$, qui sera émis par cheque. Cette somme couvre les frais pour le trimestre d'hiver 1999. Cette portion des frais scolaires contribuerait normalement à la recherche, l'éducation et l'action sur des sujets d'intérêt public menés par les étudiant-e-s. Pour plus d'amples renseignements, appeler le 398-7432.

**NOTICE**

From Monday, February 1 until Friday, February 26, any student wishing to relinquish membership in QPIRG-McGill may come in person to 3647 University Street, 3rd floor, between 11:00 am and 4:00 pm. Upon signing a statement confirming that all voting and membership rights in QPIRG are relinquished, the student will be sent a refund cheque for the amount of \$ 3.00. This amount represents the fee for the winter 1999 semester. This portion of the student activity fee would otherwise help fund student research, education and action in the public interest. For more information, please call 398-7432.

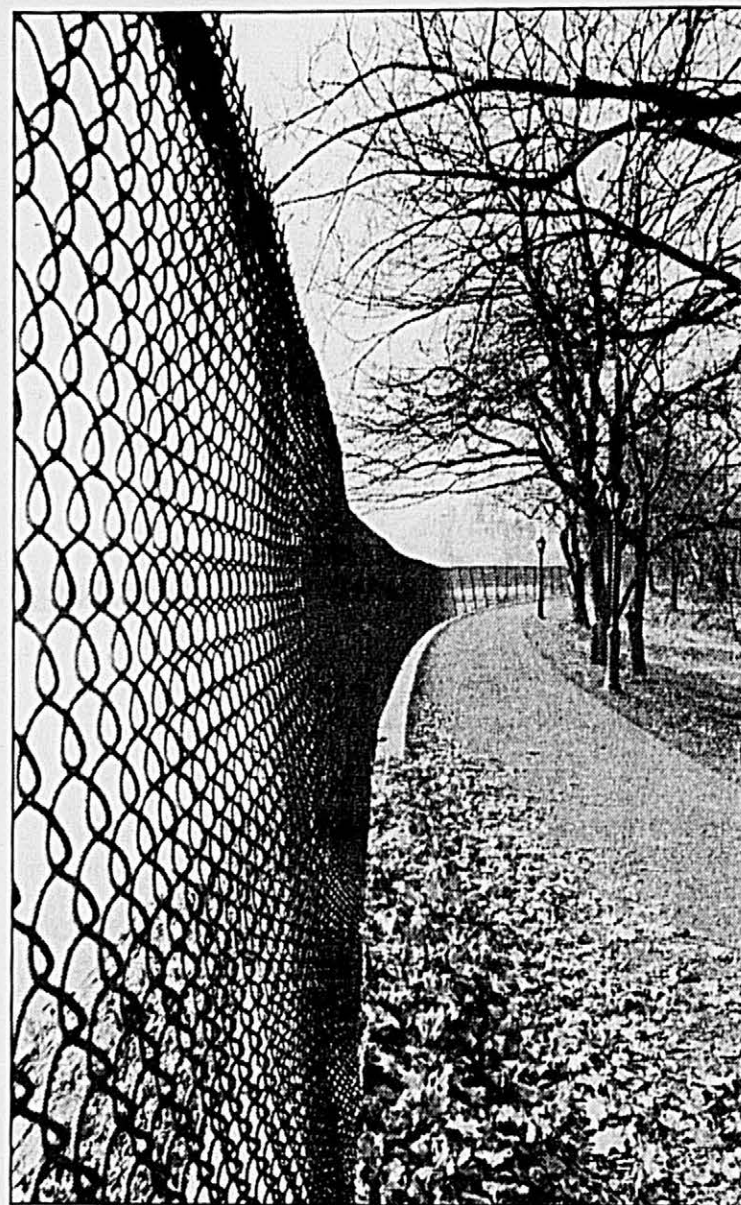


# off the darkroom floor

by Pierre-Alain Parfond

point. click.  
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darkroom floor submissions  
wanted. talk to céline, shatner  
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## Black History Month Special Issue

coming February 18

to submit articles, personal essays,  
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## Women's Special Issue

in your hands  
March 8

the co-ordinators will be  
holding a meeting to discuss  
story ideas on feb 4 at 4:30  
pm in the daily office. for  
more info, contact amy or  
anna at 398-6784



## daily classifieds

Ads may be placed through the Daily Business Office, Room B-07, University Centre, 9h00-14h00. Deadline is 14h00, two working days prior to publication. McGill Students & Staff (with valid ID): \$4.75 per day, 3 or more consecutive days, \$4.25 per day. General Public: \$6.00 per day, or \$5.00 per day for 3 or more consecutive days. Extra charges may apply, prices include applicable GST or PST. Full payment should accompany your advertising order and may be made in cash or by personal cheque (for amounts over \$20 only). For more information, please visit our office or call 398-6790. WE CANNOT TAKE CLASSIFIED ADS OVER THE PHONE. PLEASE CHECK YOUR AD CAREFULLY WHEN IT APPEARS IN THE PAPER. The Daily assumes no financial responsibility for errors, or damages due to errors. Ad will re-appear free of charge upon request if information is incorrect due to our error. The Daily reserves the right not to print any classified ad.

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Tues., Jan. 26, 11:30-12:30 p.m.	Tues., Feb. 2, 11:30-12:30 p.m.
Wed., Jan. 27, 1:00-2:00 p.m.*	Wed., Feb. 3, 1:00-2:00 p.m.*
Thurs., Jan. 28, 1:30-2:30 p.m.*	Thurs., Feb. 4, 1:30-2:30 p.m.*

There will be further seminars offered. A seminar can also be arranged at your convenience. Please contact the Student Aid Office at 398-6013/14 for more information.

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**QPIRG Annual General Meeting**

**Agenda**

- Review of activities from 1997-1998
- Presentation of audited financial statements from last fiscal year
- Discussion of QPIRG's activities from September 1998-present

**Tuesday February 9th, 6:30pm**  
in Shatner 107/108  
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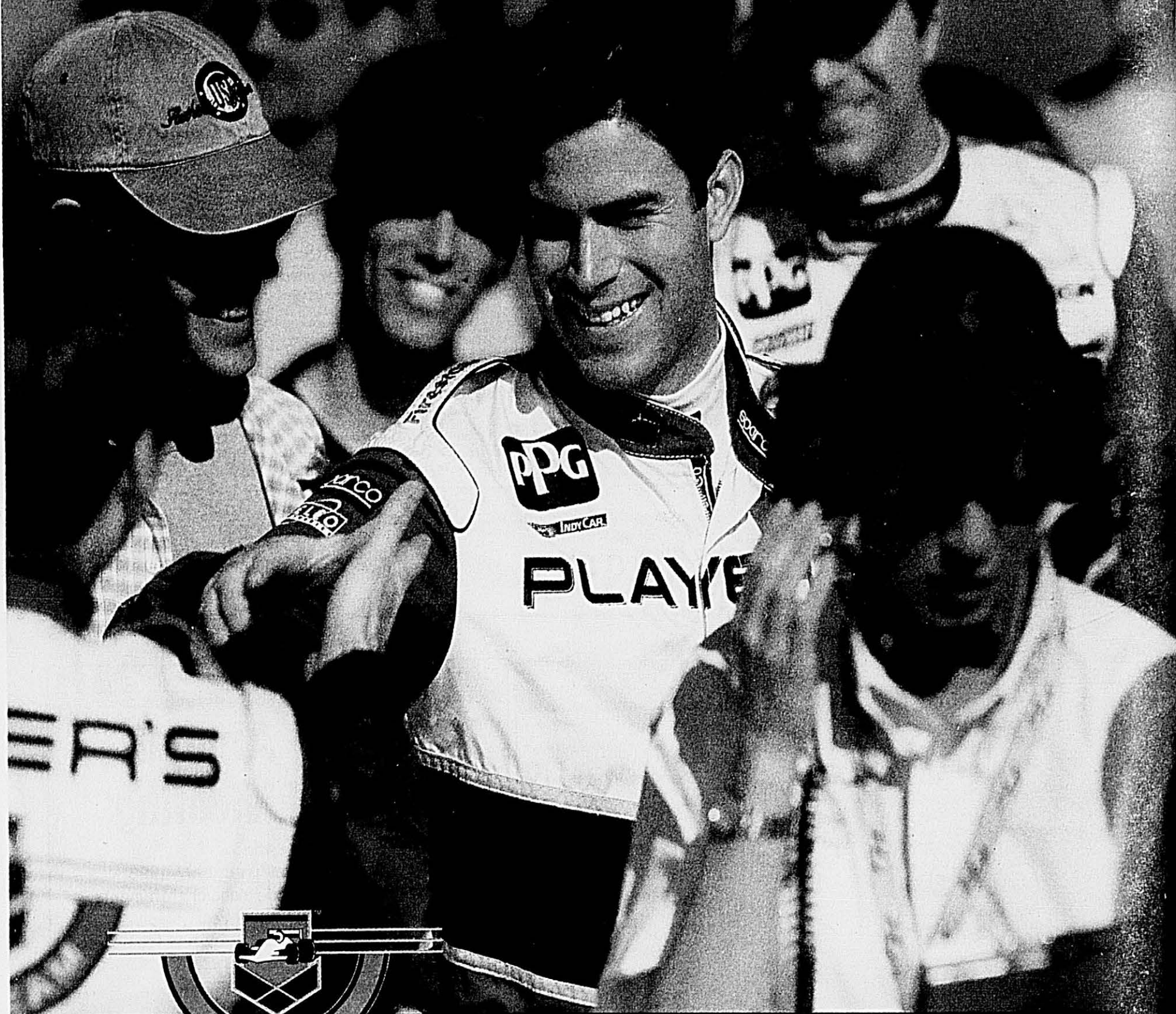
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